

Message Text

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ACTION EUR-12

INFO OCT-01 ISO-00 EB-07 USIA-15 /035 W
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P R 241230Z APR 75
FM AMEMBASSY STOCKHOLM
TO USDOC WASHDC PRIORITY
INFO SECSTATE WASHDC 4521
AMEMBASSY COPENHAGEN
AMEMBASSY HELSINKI
AMEMBASSY OSLO

UNCLAS STOCKHOLM 2010

FOR BIC/OIM:MBELDEN

E.O. 11652: N/A

TAGS: BEXP, SW

SUBJECT: IPC EXHIBITION PROCUREMENT

1. REF USDOC 2837: A) MR. ANNERVIK OF FISCHER & PORTER AB DECLINED PARTICIPATION FOR CASHCO INC. AND FISCHER & PORTER. ANNERVIK CONSIDERS SUFFICIENT EXPOSURE OBTAINED AT STOCKHOLM PULP & PAPER & IM-75 FAIRS IN APRIL. B) OLLE BROMHAGEN OF BELOS AB DECLINED PARTICIPATION FOR A.O. SMITH CORP. BELOS AB UNWILLING PAY FEE, A.O. SMITH GERMAN SUBSIDIARY HAS EXHAUSTED EXHIBITION BUDGET. C) MR. BORG OF MAX SIEVERT AB EXPECTING VISIT FROM LEEDS & NORTHRUP MAY 12, DECISION POSSIBLE THEN.

2. STC PROCUREMENT VISIT TO IM-75 UNEARTHED FOLLOWING LEADS:

A) LARS ERICSSON OF TELEMETRIC INSTRUMENT AB INTERESTED BUT NEEDS SUPPORT FROM FOLLOWING PRINCIPALS: THERMO ELECTRIC CO, SADDLE BROOK, NY; DYNISCO, WESTWOOD, MASS; RENCO CORP., SANTA BARBARA, CALIFORNIA.

B) CARL-ERIK JONDELIUS, PRESIDENT, INGENJORSFIRMAN SIGURD HOLM AB, MAY PARTICIPATE IF SUPPORT RECEIVED FROM; GREAT LAKES INSTRUMENTS INC., MILWAUKEE, WISC., CONTACT GERRY MAINMAN; MANNING ENVIRONMENTAL CORP., SAN FRANCISCO, CONTACT GORDON SCHONTZLER. FYI MANNING UNCLASSIFIED

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AGENCY OBTAINED AT DECEMBER 1974 STC POLLUTION SHOW.

C) GUNTHER NABHOLZ OF INGENJORSBYRO GUNTHER NABHOLZ AB
MAY PARTICIPATE IF "STAFF SUPPORT" RECEIVED FROM:
VERIFLO CORP., RICHMOND, CALIFORNIA, CONTACT MARK
CHRISTIANSEN; SYSCON INTL. INC., SOUTH BEND, INDIANA;
RESEARCH INC., MINNEAPOLIS, MINNESOTA, CONTACT VAN MILLER.

D) ROBERT OLSSON OF CIVILINGENJOR R.E.O. OLSSON AB MAY
PARTICIPATE IF SUPPORT RECEIVED FROM: LFE PROCESS
CONTROL DIVISION, WALTHAM, MASS., CONTACT GERHARD
HOLDERER.

3. STC APPRECIATES OIM FOLLOW-UP OF LEADS IN PARAGRAPH 2,
WE INTERPRET ABOVE AGENT REACTIONS AS FOLLOWS: COMPANIES
APPROACHED RELUCTANT TO MAKE FURTHER EXHIBITION COMMITMENT
THIS SPRING BECAUSE OF SCHEDULING AND BUDGET COMMITMENTS
ALREADY MADE OTHER FAIRS, HOWEVER CONSIDER IPC THEME
INTERESTING PROVIDED PRINCIPALS INSIST AND/OR PAY FEE.

4. REF. BELDEN/STC TELCON APRIL 18: LETTER TO H. HEIKENEN ON
APRIL 22 OUTLINES STC SUPPORT TO CONTINUE MAXIMUM EFFORT PRO-
CURE ENOUGH EXHIBITORS FOR VIABLE JUNE SHOW IPC. DETAILS IN
LETTER GIVE DATA FOR MANAGEMENT DECISION YOUR STAFF MEETING
APRIL 29. FOR EXAMPLE, VARIABLE COSTS THIS EVENT WILL TOTAL
CLOSE TO \$11,700 AND INCLUDES ALL PROMOTION FEES, INSTALLATION,
REPACKING, ETC. PRESENT COUNT OF 13 PA'S ADDS TO APPROXIMATELY
\$10,600. AS FAR AS BUDGET IS CONCERNED, LAST DITCHED EFFORT
COULD PULL SHOW INTO REALITY.

5. YOU MUST, HOWEVER, WEIGH ALL ASPECTS OF THIS "MINI" SHOW SIZE
AGAINST FACT THAT END USER UNIVERSE IS THAT OF "MAJOR" SHOW PRO-
PORTIONS SO IDEAL BIC PROMOTION WILL NOT BE POSSIBLE FROM MAR-
KETING VIEWPOINT.

6. PR MEETING DATE THIS WRITING REVEALS THAT CONTRACTOR AL-
READY INCURRED COSTS AGAINST VARIABLE COSTS MENTIONED IN 4 ABOVE.
DECISION RE. OBLIGATING PRINTING COSTS WILL BE HELD UNTIL 29TH
GO AHEAD FROM OIM.

7. DIRECTOR'S CALL ON HONEYWELL TODAY RESULTED IN REVERSE DECI-
SION AND VERBAL TO PARTICIPATE. BY 29TH, WILL HAVE ALSO CALLED ON
TRW CONTROLS AND OTHERS.
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STRAUSZ-HUPE

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NNN

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Disposition Event:
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